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LAS VEGAS METRO CHAMBER OF COMMERCE

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JUNE 2017



CKING R SMALL SINESSES



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#JoinTheConversation

KRISTIN MCMILLAN PRESIDENT & CEO



S

ocial media has transformed the way we communicate, keep up with friends and family, share feedback about our experiences, and do business. It has infiltrated – for better or for worse – nearly every aspect of our lives, including news, politics, and our business experiences. It is

imperative to staying relevant and staying in front of our audiences.

Consider these facts: nearly eight in 10 online Americans use Facebook, and nearly 70 percent of all Americans use some type of social media, according to the Pew Research Center. It spans geography, race, gender, income, education levels, and age. And it is constantly evolving: video can be uploaded in just a few seconds, anyone with a smart phone can take world-class photos, and the world at-large can contribute to the news with just a tweet. It is a remarkable age of real-time, 24/7 news, information, and service. It can make – or break – a business by giving customers the opportunity to share and rate their experiences. And that's why this issue is dedicated to making sure your business is in the know about the latest trends and how to engage meaningfully in social media – and realize return on your investment from it.

The Metro Chamber has employed social media every day during the 2017 Legislature in Carson City, releasing videos of our government affairs team on positions we've taken on the big issues for the business community and live tweeting important testimony and hearings. You can count on our team to be abuzz on social media at Business Expo (#bizexpo), showcasing our

exhibitors, attendees, and the latest in the Las Vegas market. Be sure to join us Wednesday, June 14, at the Las Vegas Convention Center. You can read more about it, and all the benefits of attending, in this issue.

And we want to hear from you. We enjoy the dialogue we have on Twitter, Facebook, Instagram, YouTube, and LinkedIn with our members and followers (which number more than 35,000 on Twitter alone!), and love to see you share, chime in, and let us know what you think. Engage with us @lvchamber and with me at @vegaskristin.

Seth Godin once said, "Build it, and they will come' only works in the movies. Social media is a 'build it, nurture it, engage them, and they may come and stay." It's up to us to build it and engage them.

"...nearly eight in 10 online Americans use Facebook, and nearly 70 percent of all Americans use some type of social media..."



Sponsoring a Metro Chamber program or event gives your business opportunities to be seen to the Southern Nevada business community. Metro Chamber program sponsorships fit a variety of business sizes, industries, and budgets.

For more information on a sponsorship package, contact Greta Beck-Seidman at 702.586.3828 or gseidman@lvchamber.com today.

LVChamber.com



VOLUME 38 NUMBER 6

Las Vegas Metro Chamber of Commerce

575 Symphony Park Avenue, Ste. 100 Las Vegas, NV 89106 702.641.5822 • LVChamber.com

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EDITORIAL POLICY:

The Business Voice is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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YOUR SCENE | YOU'RE SEEN











Chamber News





Congratulations, Leadership Classes of 2017!

Congratulations to the Leadership Las Vegas and Leadership Advance, Classes of 2017! Join the Metro Chamber, Leadership alumni, and community leaders as the 2017 classes of Leadership Las Vegas and Leadership Advance graduate from their respective programs. The Leadership Advance graduation ceremony will be held Friday, June 9, from 6:00 – 9:00 p.m. at Texas Station Hotel & Casino. Tickets are \$50 per person and a table of eight is \$400. The Leadership Las Vegas graduation ceremony will be held Friday, June 23, from 6:00 – 9:00 p.m. at Four Seasons Hotel Las Vegas. Tickets are \$100 per person and a table of 10 is \$1,000. For more information and to register, visit leadership.vegas.



Reward the individuals who take great care of you, your employees, family, and the community by nominating them for a Customer Service Excellence Award. Whether it's the server who always remembers your lunch order, the concierge who took care of you during a recent staycation, or an employee who continually goes above and beyond to ensure your clients are thrilled with your company, it is important to recognize the people who make Las Vegas a better place to live, work, and visit. To nominate someone who provides you with great customer care or to get your company enrolled in this free turnkey program by the Metro Chamber and the Las Vegas Convention and Visitors Authority, visit LVChamber.com/cse or contact Lauren Stuart, Customer Service Excellence coordinator, at 702.641.5822 or Istuart@Ivchamber.com. The deadline for inclusion in August's event is Friday, June 30.



News You Need



City of Las Vegas Releases Incentive Programs

The City of Las Vegas has put out a list of incentives for businesses who seek to update or renovate their businesses. Incentive programs

range from an office tenant program which provides qualifying business owners with a 10 percent rebate for pre-approved costs involved in substantially upgrading the interiors of older office facilities, as well as the Downtown Business Assistance Program, which provides business owners with project coordination assistance and/or financial aid when undertaking significant rehabilitation of vacant commercial or industrial properties with a proposed change of use located in the city's redevelopment areas. For more programs and to apply, visit lasvegasnevada.gov.

Deputy City Manager **Scott Adams** Announced as New Las Vegas City Manager

The City of Las Vegas announced that Deputy City Manager Scott Adams will become Las Vegas' next city manager, as current City Manager Elizabeth Fretwell retires and begins a new position with Switch. Adams has been with the City for nearly 13 years, and as deputy city manager, currently oversees the departments of economic and urban development, community services, cultural affairs, and parks and recreation. He previously served as chief urban redevelopment officer. Adams will take over on July 7.

Proposed **SBA Rule Change**on Current Size Standards Table

A proposed SBA rule change would incorporate the 2017 National American Industry Classification System (NAICS) code revision into the SBA's size standards table. If the proposed rule is made final, it will replace SBA's current size standards table, which SBA has relied on for making size determinations since 2012. The revised size standards table will add 21 new NAICS industries. The revised NAICS code table also will feature larger standards for six industries, smaller standards for two industries, and will switch one size standard from revenue-based to employee-based. For more information on these proposed changes, visit smallgovcon.com.



Southern Nevada Business Plan Competition: **June 9!**

UNLV's Lee Business School invites the business community to attend the eighth annual Dominic Anthony Marrocco Southern Nevada Business Plan Competition. Aspiring entrepreneurs have submitted their new business plan ideas and company proposals in the hopes of winning the competition, \$50,000 cash, and prizes to help launch their venture. The event will feature hors d'oeuvres, drinks, and an opportunity to mingle with the finalists, hear their pitches, and see who takes the top prize. The event will be held Friday, June 9, from 5:30 – 8:00 p.m., at the UNLV Foundation Building in the Blasco Event Wing. For more information visit snbpc.com.



ACROSS THE GREAT STATE OF NEVADA

2017

Advertising & Planning Calendar

Business THE DECISION MAKER'S ITTEREDITION

DOWNLOAD AT NEVADABUSINESS.COM

Your Scene...

Customer Service Excellence Recognition Ceremony at the Las Vegas 51s













About 600 customer service stars and their guests were treated to a night at the ballpark with the Las Vegas 51s, complete with field recognition, a first pitch experience for this quarter's Five Star Award Winners, ballpark bites, and photos with the Honorable Oscar Goodman. Congratulations to the Customer Service Excellence honorees!

You're Seen!

Eggs & Issues featuring U.S. Congresswoman Dina Titus







U.S. Congresswoman Dina Titus, representing District One in Nevada, spoke at Eggs & Issues at the Golden Nugget Hotel and Casino, addressing topics such as health care, transportation, infrastructure, and national security. After the event, President's Club members attended a meet and greet with Congresswoman Titus.

President's Club Reception at Green Valley Ranch Resort, Spa & Casino







President's Club members built new professional relationships in one of the newly redecorated Villa Suites at Green Valley Ranch Resort, Spa and Casino. Guests enjoyed gourmet light bites and dessert spread from its award-winning pastry program, and 2,500-square-feet of impeccably styled surroundings.

Working For You

GOVERNMENT AFFAIRS AND PUBLIC POLICY



HOW MANY DAYS DOES THE GOVERNOR HAVE TO ACT ON A BILL?

It depends on the legislative calendar. The Governor must act on a bill within five days after it is received (Sundays excepted) if the Legislature is still in session.

However, if there are fewer than five days remaining in session, or if the bill is delivered after the adjournment sine die (end of the legislative session), the Governor has 10 days after adjournment to act. This will apply to any bills sent to the Governor after June 1.

ARE ANY BILLS EXEMPTED FROM A GOVERNOR VETO?

Assembly and Senate bills, such as an AB or SB, are subject to a Governor's veto. The exception to this rule is the Governor cannot veto resolutions from the Legislature such as Assembly Joint Resolutions or Senate Joint Resolutions.

DOES THE GOVERNOR HAVE TO SIGN A BILL FOR IT TO BECOME LAW?

No, the Governor does not need to sign a bill for it to become law. The bill will become law if the Governor does not veto as prescribed in the above mentioned timeline.

IF THE GOVERNOR VETOES A BILL AFTER THE ADJOURNMENT SINE DIE, WHAT HAPPENS?

If the Governor vetoes a bill after the legislative session adjourns sine die, the bill is returned to the next regular legislative session for consideration by the state legislature. It would require a 2/3 vote of both the Senate and Assembly for the Governor's veto to be overridden. If the veto is overridden, it will become effective on October 1, following the end of the legislative session, unless otherwise specified in the bill.

IF THE GOVERNOR VETOES A BILL DOES HE STATE WHY HE TOOK SUCH AN ACTION?

Yes, the Governor typically issues a statement explaining why he has vetoed a bill. Usually the Governor's veto statements can be found at the Governor's website at gov.nv.gov.

IF THE LEGISLATURE DOES NOT FINISH ALL OF THEIR BUSINESS BY THE DEADLINE ON JUNE 5, CAN THEY STAY PAST MIDNIGHT?

No, by state constitutional law they must finish by midnight, regardless of what bill or motion they are considering.

WHO CAN CALL THE LEGISLATURE BACK INTO FOR A SPECIAL LEGISLATURE SESSION?

The Governor can call the legislature back for a special session or the legislature can call themselves back in for a special legislative session but it requires 2/3 of both the Assembly and Senate for them to do so. Regardless of either option, the Governor sets the agenda of the special legislative session through a proclamation. The legislature must follow that agenda as prescribed by the proclamation.



ANNUAL WASHINGTON, D.C. DELEGATION - IT'S NOT TOO LATE TO REGISTER!

Registration is open for the Metro Chamber's annual Washington, D.C. trip, September 25-29, 2017. All registrations must be submitted by August 25.

This event is open to President's Club members, Board of Trustees, and Government Affairs Committee members. This year, the Metro Chamber is also introducing a social registration for spouses and partners that includes separate daytime programming and entry into the evening receptions planned for the delegation. As leaders of the Metro Chamber, we hope that you will be able to join us as we head to Capitol Hill to advocate on behalf of Nevada's business community on federal issues that impact employers and the Nevada economy.

The 2017 trip will be comprised of meetings with Congressional members, policy groups, trade associations, and think-tanks. We will also be hosting several receptions during the trip, including

the inaugural Nevada Lights Up
The Capitol reception and the
Nevada State Dinner, to further build
relationships with Congressional
leadership, demonstrate the
strength of the Nevada business
community, and to reinforce existing
connections.

For more information on the 2017 trip, please contact Joi Holliday at 702.586.3812 or jholliday@lvchamber.com. If your company is interested in sponsoring this year's delegation or a program of it, please contact Paul Moradkhan at pmoradkhan@lvchamber.com.

POST-LEGISLATIVE REPORT COMING SOON

The Metro Chamber's comprehensive legislative summary book, detailing the legislation on which the Metro Chamber engaged, the position the Chamber took, and the outcome of the legislation, will be released this summer. Members can request a hard copy of the book, or the Metro Chamber will have it available online as a downloadable PDF.

METRO CHAMBER ISSUES ENDORSEMENTS IN MUNICIPAL RACES

In anticipation of the upcoming General Election on June 13, the Metro Chamber has issued candidate endorsements in several races.

Bob Beers

City of Las Vegas, Ward 2

Scott Black

City of North Las Vegas, Ward 3

Cam Walker

Boulder City Council

For more information on early voting, which runs now through June 9, and the General Election on June 13, as well as polling locations and other voter information, visit clarkcountynv.gov.



reating a presence for your brand on social media is no longer an "if." It's a, "which one(s)?" When a company doesn't have an online presence – an outdated website, non-existent or defunct social media profiles – it reflects poorly on the brand and can make

consumers question the legitimacy of the business. Around one in every three minutes spent online is devoted to social networking and messaging (that's about two hours a day), according to GlobalWebIndex. Almost every Internet user can now be reached through social media, as 94 percent of digital consumers between the ages of 16 and 64 have an account on at least one social media platform, and 98 percent have used or visited one within the last month.

Your business is probably on at least one platform already. But with limited time and resources, here are some things to consider to make the most impact from your social media efforts.

Which platforms make sense for your business?

You know that "everyone" is on Facebook (and it continues to dominate, with 88 percent of Internet users having an account), and that Twitter is a great tool to get short, newsworthy items to your audience with the benefit of brevity. Instagram is a powerful tool if your business is visually focused (design studios, photography, and food, for example) and some brands have been using Pinterest to help with visual storytelling in meaningful ways. With the domination of video content. YouTube topped Facebook in number of visitors in the first quarter of 2017. Lastly, LinkedIn remains the go-to business social media platform, helping to connect professionals to new job opportunities, meaningful content, and as a lead source and research tool. But what about Snapchat, Periscope, and other emerging platforms?

Much like your business doesn't need to be all things to all people, you shouldn't stretch yourself (or your staff) to maintain active profiles on five or six social media platforms. Pick a few to start, and go where your audiences are. Select one or two with which you feel comfortable, and choose one that may challenge you a bit.

PLATFORM	NUMBER OF GLOBAL USERS MONTHLY	PERCENTAGE OF ONLINE ADULTS WHO USE	ONLINE ADULT USER DATA (self-reported)	FUN FACT
Facebook	1.9 billion	79%	75% - Men 83% - Women AGE: 18-29: 88% 30-49: 84% 50-64: 72% 65+: 62%	Posting just once or twice per day on Facebook yields an average of 40 percent more engagement than posting three or more times per day.
Twitter	328 million	24%	24% - Men 25% - Women AGE: 18-29: 36% 30-49: 33% 50-64: 21% 65+: 10%	More than 80 percent of the world's leaders maintain Twitter accounts.
in LinkedIn	500 million + (registered users)	29%	31% - Men 27% - Women AGE: 18-29: 34% 30-49: 33% 50-64: 24% 65+: 20%	There are more than 40 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic.
Instagram	700 million	32%	26% - Men 38% - Women AGE: 18-29: 59% 30-49: 33% 50-64: 18% 65+: 8%	95 million photos and videos are shared on Instagram per day.
Pinterest	150 million	31%	17% - Men 45% - Women AGE: 18-29: 36% 30-49: 34% 50-64: 28% 65+: 16%	2 million people pin product pins per day.

Source: Pew Research Center, Statista, Sprout Social

It should be noted that YouTube surpassed Facebook in number of visitors and has 1.3 billion global users. 300 hours of video are uploaded to YouTube every minute, and video has surpassed photos, GIFs, and other content types to become the most popular and likely to be shared on social media.

Keep your content coming.

Step One: Share and retweet from sources you know and trust. This could be reputable news sources, blogs, industry-specific articles, or a feel-good story to help build your brand identity online. Sharing content from users within your networks (like vendors, clients, and others who know you or your business personally) helps establish a friendly two-way street, where they may be more likely to share your content. Develop a few go-to sources for sharing and see where they frequent for sharable content, as well.

Step Two: If you have a blog on your website already, then social media is a great place to push and repurpose that content. Creating original content regularly helps establish you and your business as subject matter experts in a field. It can also help your website traffic and drive engagement. Be sure to have a call-to-action at the end that doesn't revolve around a purchasing behavior. If you know of a market influencer with a large audience that would be sympathetic to your cause or with whom you have a personal connection, consider reaching out to him or her to share your content (think of it as product placement for your content).

Step Three: Get into a pattern of posting regularly and pay attention to what's trending and join the conversation. It can be as easy as hashtagging #tbt (Throwback Thursday) and sharing a photo of the first day you opened your business. Mix in relevant news and timely stories from your industry with original content, testimonials and stories, and use a variety of media: short video clips, photos, memes, and text that keeps your profile pages fresh and relevant.

The Newbies...

Facebook and LinkedIn may be the "tried and true" of social media platforms, but new technologies and platforms are constantly introduced. Before dismissing Snapchat, Reddit, augmented reality, different filters, and lenses, consider how they may be creatively applied to your business. For example, Snapchat offers geofilters – special overlays that help communicate the where and when of a Snap in an engaging or funny way – for

events and locations you choose. A special event, such as a grand opening or a fundraiser, may be a great opportunity to test out a geofilter and see how your audiences react.

Reddit, a social news aggregation, web content rating, and discussion website, is emerging for business use now. You can ask for feedback on a new logo or campaign, ask questions about what your audiences want and need, or how they feel about a specific topic. Sub-Reddits are mini-communities within Reddit that bring people with similar interests or who want to discuss similar topics together. You can also use your sub-Reddit for customer service and how-to's, and conduct your own Ask Me Anything (AMA) session or interviews. Allow your audience to submit questions and participate in real time.

With many of these tools once regarded as cost prohibitive now available with an app download and with a simple update, businesses with limited staff time or resources can harness the power of the latest technology without investing in expensive hardware or infrastructure. Case in point? The rise of video and the quality of smart phone cameras (as well as the ability to purchase a decent microphone for your smart phone for less than \$20) has given rise to the prevalence of video content across all social media platforms.

Resources, Tools, and Free Stuff to Help

Because social media is just about everywhere, there are plenty of examples of what to do and what not do to out there, as well as templates to help you manage your social media content, software to help you schedule and plan your social media, and ROI tools to help you figure out what's working and what's not. Here are just a few to consider:

- Hootsuite Schedule posts, pull reports on engagement and growth, and see which posts perform better than others. You can also download free social media plan and audit templates. Visit hootsuite.com.
- ThriveHive Through a new partnership with the Metro Chamber, small business owners can take advantage of an easy-to-use dashboard for handling emails, contacts, social media posts, and other lead generation tools - all for a low monthly price. For more information, visit LVChamber.com.



- DIY Marketers This popular blog invites guest authors to contribute content, making it a great site for fellow small business owners and others who "DIY" their marketing efforts to share best practices, success stories, tools, and technology to help make your marketing efforts a bit easier. Visit diymarketers.com.
- Chamber University The Metro Chamber's Chamber University webinar series has several sessions dedicated to social media, including dedicated webinars on Twitter and Snapchat, available on the Chamber's YouTube channel or through the Members Only portal.

Five Social Media Content Ideas To Try Right Now

No time like the present, and no time like real time. Try a few of these out as you continue to navigate through the ever-changing world of social media:

Join the conversation on a topic that's trending.
 Take a look on any social media platform, and see which hashtags are generating buzz. Select one that

- makes sense for your business and comment, offer your thoughts, or try something witty.
- Comment on your audience's posts. Take 15 minutes and like, comment, retweet, and otherwise engage with your audience. Sharing the love helps inspire others to do the same.
- The next time you have a loyal customer in your business, take a short video testimonial of why they love your business and why they recommend a specific product or service. Post to your social media channels and be sure to tag your customer.
- Publish a blog post or an article on your website. It doesn't have to be long (in fact, it shouldn't be more than 300-400 words) and push it to your social media accounts.
- Don't be afraid to get inspirational or funny.
 Sometimes, a piece of content that's unexpected performs better than you think it might. Search for (or create) a fun meme about your business or industry, or post an inspirational quote to get your workday started.



he Metro Chamber's popular webinar series, Chamber University, is officially on summer break. With four "semesters" of

30-minute webinars on everything from Snapchat to small business legal issues now available to view through the Members Only Portal and on YouTube, this is an excellent opportunity to catch up on fellow members imparting best practices, expertise, and information you need to know to conduct business.

Here are just a few of the topics covered in Chamber University, available for you and your staff to view at your convenience:

Employer Best Practices, Regulatory Issues, and Legal Issues

- EMV Compliance 101
- Disaster Proofing Your Business
- Fraud Protection for Your Business
- Maintaining a Competitive Edge
- Greening Up Your Business
- Health and Wellness in the Workplace
- Medical Marijuana: How it Affects You as an Employer
- Workplace Safety
- Risky Business: Workplace Compliance and Employee Issues
- Legal Information Nevada

Business Owners Need To Know

- Background Checks
- Understanding Nevada's Legislative Process
- Effective Recruitment Strategies
- Medicare 101
- Small Business Legal Issues

Business Planning

- Strategic Business Planning
- What To Do When Business is Slow: Staying On Top and Ahead of the Game
- Basics of Investing
- College Savings Programs
- · Winning Business Strategies
- Presence Analytics for Your Business
- Financial Strategies for Your Business
- Energy & Economy
- Creating a Great Customer Experience
- Expanding Your Business and Commercial Real Estate
- Analyze That: Customer Feedback and Why It's Important To Your Business

Marketing and Public Relations

- Making Sweet Marketing Music: Finding The Rhythm of Your Business Brand
- Bells, Bows & Business Maximize the Holiday Season for Your Business

- Building a Better Website
- Staying Social: Social Media Trends and Tips
- Maximizing Your Trade Show Exhibitor Appearance
- The Pokemon Go Phenomenon: Pop Culture and Your Business
- Snapchat for Business
- · Marketing Automation
- · Seven Don'ts of Email Design
- How to Be a Tweeting Machine
- Content Marketing for Your Business
- Spice Up Your Expo
- Why PR Matters

IT and Cybersecurity

- Disaster Preparedness and Your Business
- Internet Security at Work
- Creating Your Cyber Security Checklist
- Cyber Security and Your Business

Procurement, Purchasing, and Sales

- Woman-Owned Business Certifications
- Procurement 101

Interested in teaching a session of Chamber University for the fall semester? Presenter suggestions are under consideration now! For more information or to suggest a topic or speaker, contact Danica Torchin, communications coordinator, at dtorchin@ Ivchamber.com or 702.586.3834.



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What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN JUNE.

How to Register:

Visit LVChamber.com and click on the Events Calendar.

Call 702.641.5822.



6 | TUESDAY, JUNE 6

CARSON CITY CALL + PAUL CALL JOINT SESSION

This call is a way for members to stay ahead of legislation and policies that could potentially impact their businesses. Don't miss this special edition, scheduled for the day after the Legislature ends, and get the scoop on key business bills and how they fared at the end of the session.

11:00 - 11:30 a.m.

Webinar - online only. Advanced registration required. Email dtorchin@lvchamber.com to register.

6 TUESDAY, JUNE 6

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members. 11:30 a.m. - 12:45 p.m.

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

\$63 every six months. Guests always complimentary.

6 TUESDAY, JUNE 6

CHAMBER CONNECTIONS

Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. The group helps professionals grow their business through networking and by sharing contacts, referrals and ideas.

5:30 - 7:00 p.m.

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Contact agoldberg@lvchamber.com or call 702.641.5822 for space availability and cost.

R | THURSDAY, JUNE 8

VYP FUSION MIXER AT THE SPA AT GREEN VALLEY RANCH

Meditate while you mingle with your fellow VYPeeps at the next VYP Fusion Mixer at the private pool at The Spa inside Green Valley Ranch Hotel & Casino. Just beyond the Tuscaninspired vineyard, meet us poolside for some drinks, light bites, and breathtaking views of the Strip.

6:00 - 8:00 p.m.

Green Valley Ranch Resort, Spa & Casino 2300 Paseo Verde Pkwy.

Henderson, NV 89052

Online: \$10 for members, \$15 for non-members At the door: \$15 for members, \$20 for non-members Presenting Sponsors: Station Casinos, UNLV Lee Business School Executive MBA Program, and UnitedHealthcare Media Partner: Kristina Alexis Photography

FRIDAY, JUNE 9

LEADERSHIP ADVANCE CLASS OF 2017 GRADUATION CEREMONY

Celebrate the Leadership Advance, Class of 2017 graduates as they complete a year of in-depth leadership training and community education.

6:00 - 7:00 p.m. Reception

7:00 - 8:30 p.m. Dinner/Program

Texas Station Hotel & Casino - Houston Ballroom 2101 Texas Star Ln.

N. Las Vegas, NV 89032

Complimentary for Leadership Advance 2017 class members Guests: \$50 per person, or \$400 - table of eight Sponsored By: Cox Communications, The Howard Hughes Corporation, Nevada State Bank, NV Energy, Opportunity Village, Las Vegas Review-Journal, Sunrise Health System, Wells Fargo

Graduation Sponsor: Station Casinos

00 - VYP EVENT



12 | MONDAY, JUNE 12

VEGAS YOUNG PROFESSIONALS TOASTMASTERSThe VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills. **6:30 – 8:00 p.m.**

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Complimentary for guests \$65 to join, \$54 every 6 months.

14 WEDNESDAY, JUNE 14 BUSINESS EXPO 2017

Get new leads and customers and give your brand visibility in the marketplace

at Business Expo, the Metro Chamber's annual high-energy, high traffic trade show, attracting about 1,700 attendees and 150 exhibitors in a dynamic business-to-business atmosphere. This year, enjoy a Happy Hour from 5:30 – 7:00 p.m., a procurement lounge where you can meet one-on-one with purchasing representatives from different agencies, complimentary head shots, and free parking.

Las Vegas Convention Center - South Hall 3150 Paradise Rd.

Pre-register: \$10 - Members, \$15 - Non-members Day of the event: \$20 for all

Platinum Sponsors: Cox, Propel Marketing, and Wells Fargo Wellness Station Sponsor: AMR/MedicWest Happy Hour Sponsor: The Howard Hughes Corporation Gold Sponsors: Anthem Blue Cross and Blue Shield, CenturyLink, KNPR Nevada Public Radio, *Las Vegas Review-Journal*, NV Energy, Nevada Broadcasters Association, Nevada Drug Card, Sunrise Health System, and Vegas PBS

TUESDAY, JUNE 20
CHAMBER VOICES TOASTMASTERS
See June 6

TUESDAY, JUNE 20
CHAMBER CONNECTIONS
See June 6

22 THURSDAY, JUNE 22

NEW MEMBER ORIENTATION

At this exclusive event for new members of the Chamber, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.

7:30 - 8:00 a.m. Registration & Networking 8:00 - 9:30 a.m. Program Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Sponsors: Nevada Drug Card, Office Depot Complimentary.

FRIDAY, JUNE 23 LEADERSHIP LAS VEGAS CLASS OF 2017

GRADUATION CEREMONYYou are cordially invited to attend the Leadership Las Vegas

Class of 2017 Graduation Ceremony. 6:00 - 7:00 p.m. Cocktails 7:00 - 9:00 p.m. Dinner/Program

Four Seasons Hotel Las Vegas 3960 Las Vegas Blvd. S.

Complimentary for Leadership Las Vegas 2017 class members Guests: \$100 per person, or \$1,000 table of ten Sponsored By: Cox Communications, Cragin & Pike, The Howard Hughes Corporation, Las Vegas Review-Journal, MGM Resorts International, Nevada State Bank, NV Energy, Opportunity Village, Showtime Tours, and Wells Fargo.

26 MONDAY, JUNE 26

VEGAS YOUNG PROFESSIONALS TOASTMASTERS See June 12

27 TUESDAY, JUNE 27

VEGAS YOUNG PROFESSIONALS COMMUNITY CONVERSATIONS: NELLIS AIR FORCE BASE

June's Community Conversations event focuses on Nellis Air Force Base, its mission, and the economic impact the base has on our community. Hear from Colonel Paul Murray as he provides a better understanding of what goes on at Nellis, the challenges and opportunities of the base, and how to get involved.

5:00 - 5:30 Registration 5:30 - 8:30 p.m. Program Las Vegas Metro Chamber of Commerce 575 Symphony Park, Suite 100

\$20, exclusive to VYP members.
Presenting Sponsors: Station Casinos, UNLV Lee Business
School Executive MBA Program, and UnitedHealthcare
Media Partner: Kristina Alexis Photography

TUESDAY, JUNE 28

NEW CLUB FORMING! CHAMBER CONNECTIONS IIChamber Connections is a dedicated leads group comprised of professionals from a variety of industries. The group helps professionals grow their business through networking and by sharing contacts, referrals and ideas. Don't miss it as this NEW club gets started!

5:30 - 6:30 p.m.

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Contact vkelly@lvchamber.com or call 702-586-3852 for space availability and cost.

28

BUSINESS

EXPO

23

21

Discuss Attorney's Fees Recovery At The Start Of Litigation

very client is concerned about the amount of attorney's fees that will be spent in a lawsuit, and rightly so. Litigation can be very expensive, and it pays to retain an attorney who will ensure that the proper strategies are incorporated early in the case to both

minimize fees incurred while still aggressively litigating the case. At the same time, an attorney should look for every opportunity to ensure the opposing side will have to pay as much of your attorney's fees as possible.

Generally, the United States follows the "American Rule," which provides that each side in a lawsuit bears responsibility for their own attorney's fees and costs. However, there are exceptions to this rule that allow for a party to force an opponent to pay the attorney's fees.

In Nevada, attorneys' fees are recoverable if a statute, rule, or contractual provision authorizes such an award. Many agreements will contain what is called an "attorney's fee provision," which provides that the "prevailing party" in a lawsuit is entitled to have the losing side pay the winner's fees and costs.

However, what about a situation in which an oral contract is enforced or a written agreement is breached that does not have a provision for attorney's fees? In some cases, one may look at Nevada statutes. For example, NRS § 18.010 provides that a prevailing party may be awarded attorney's fees when the party either (a) has not recovered more than \$20,000, or (b) when the court finds that "the claim, counterclaim, cross-claim, or third-party complaint or defense of the opposing party was brought or maintained without reasonable ground or to harass the prevailing party." In practice, however, courts are generally reluctant to award fees on this latter ground, as it has the potential to chill an attorney's zealous advocacy on behalf of one's client.

A much more potent avenue for attempting to obtain attorney's fees from one's adversary is through the process known as an "Offer of Judgment." An offer of judgment is a process authorized under Nevada Rule of Civil Procedure 68, as well as Federal Rule of Civil Procedure 68. Essentially, the idea is that a party can serve an offer of judgment on the opposing party any time up to two weeks before trial. The earlier the party serves the offer, the better chance they have of recovering fees. If the party serves an offer of judgment for a certain amount and then wins their case in a manner that is more favorable than their offer of judgment, they are entitled to have the losing party pay their attorney's fees from the time the offer of judgment was made.

An attorney's fee award under the offer of judgment rules is not automatic. A judge is permitted to review certain factors to ensure that the party receiving the offer of judgment, includes the following: (1) whether the plaintiff's claim was brought in good faith; (2) whether the defendant's offer of judgment was reasonable and in good faith in both its timing and amount; (3) whether the plaintiff's decision to reject the offer and proceed to trial was grossly unreasonable or in bad faith; and (4) whether the fees sought by the offeror are reasonable and justified in amount.

However, where the court properly considers these factors, the award of attorney's fees is discretionary and will not be disturbed by an appellate court absent a clear abuse of discretion by the judge. In this way, the offer of judgment can be a very effective tool to resolve a lawsuit - if resolution is possible - or to force one's opponent to pay one's own attorney's fees by prevailing at trial in a manner more favorable than the offer of judgment served during the litigation.



Brenoch R. Wirthlin is a director at the fullservice business law firm Fennemore Craig, where he practices primarily in the areas of commercial and construction litigation, general civil litigation, bankruptcy law, creditors' rights and civil litigation.



Long days. Late nights. Weekends.



Wells Fargo appreciates the passion and hard work you put into your business and is here to help you navigate change through each business cycle, growing pain, and new opportunity.

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President's Club

(B) Bill Noonan

Senior Vice President of Industry & Governmental Affairs – Boyd Gaming Corporation

Bill Noonan is senior VP of industry & governmental affairs for Boyd Gaming, with oversight of the governmental affairs and corporate communications departments. Prior to being named to this post in 2014, he served as Boyd's senior VP of administration for 10 years. Noonan has an extensive background in municipal government, serving as city manager of Las Vegas from 1991 to 1993. He also held city manager positions in Cape Coral and Perry, Fla. He is chairman of the Las Vegas Metro Chamber of Commerce, vice chairman of the Nevada Resort Association, and is a board member of the LVCVA.

(A) Nehme Abouzeid Senior Vice President & Chief Marketing Officer -Vegas Golden Knights

Nehme E. Abouzeid is the senior vice president and chief marketing officer for the Vegas Golden Knights. In 2016, the National Hockey League (NHL) made history by becoming the first major professional sports league to award a franchise to Las Vegas. Abouzeid spent the previous 13 years with Wynn Resorts and Las Vegas Sands as the two Fortune 500 operators helped grow gaming into a \$180 billion industry with the expansion of Las Vegas-style casino resorts worldwide. A native of Weymouth, Massachusetts, he holds a bachelor's degree in Journalism from The George Washington University and an MBA from Babson College.









(D) Richard Guerra District Manager -Savers

Richard Guerra is the district manager for Savers in Nevada and Southern New Mexico. In his twenty-one years with the company, he has worked at several Savers locations throughout the Southwest. He enjoys spending his free time with his wife and teenage son. Guerra is a supporter of local charities in Las Vegas and Henderson. Along with Savers, he is committed to protecting the planet by improving lives through the power of reuse.

(C) Suzanne Domoracki

Program Director - Nevada Drug Card

Suzanne Domoracki has 25 years of progressive sales and marketing experience directing the activities of regional supervisory and multi-market sales personnel. Prior to joining Nevada Drug Card, she held similar supervisory positions in the health and beauty industries and oversaw all sales activity in the Western U.S. for a nationally recognized manufacturer of point-of-care oral fluid drug testing devices. She is involved with several local clubs and organizations.

Spotlights

(E) Michael J. Bonner

Co-Managing Shareholder - Greenberg Traurig

Michael J. Bonner's legal practice concentrates in the areas of corporation finance, governance, mergers and acquisitions, business transactions, securities and gaming. He has been recognized in The Best Lawyers in America, Corporate Law; Gaming Law; Mergers and Acquisitions Law, 2008-2017 and "Leading Individual" Corporate/M&A, Gaming and Licensing - Nevada, Chambers USA Guide, 2002-2016. Bonner is a member of the Board of Trustees and is Past Chairman of the Metro Chamber, is on the Board of Directors of Las Vegas Global Economic Alliance, the UNLV Foundation Board of Trustees, and Dean's Council, UNLV Boyd School of Law.





(F) Oren Young General Manager -Ethel M Chocolates

Oren Young is the general manager of Ethel M Chocolates. In his role, he leads all aspects of the retail, wholesale, and ecommerce channels to drive business growth for the company. Prior to joining Ethel M in 2014, Young spent two years as CFO of My M&Ms, where he helped return the business to a period of growth. He also spent more than 10 years with General Mills in organizational roles, and has more than 15 total years of experience with some of the world's largest consumer brands. Additionally, Young is a designated CPA, and holds a bachelor's degree in commerce from Memorial University of Newfoundland.



Chuck founded Cornerstone Merchant Services, an independently licensed merchant card processor, in 2004. By cultivating a culture of integrity and personal responsibility, he led Cornerstone to become the largest credit card processor in Nevada within a few years. Since founding Cornerstone, Ley has volunteered time to various non-profit organizations throughout the community. He currently sits as the acting president of Helping Hands of Vegas Valley, which he has been a part of since 2010.





(H) Lori Nelson

Vice President, Corporate Communications - Station Casinos LLC

Since 2005, Lori Nelson has been responsible for the strategic development and implementation of the Company's public relations activities including media relations, social media, and community relations for its 18 properties. She also serves as the Company spokesperson. Nelson currently serves as the president of the board of directors of the Leadership Foundation of Greater Las Vegas, and served on the Governor's Planning Commission for Nevada's 150th celebration. She is a 1999 graduate of Leadership Las Vegas and served as president of Child Focus at St. Jude's Ranch. She is also a trustee for the Metro Chamber.

Join the Las Vegas Metro Chamber of Commerce for

BUSINES







Wednesday, June 14 | 2 - 7 p.m.

Las Vegas Convention Center - South Hall (FREE PARKING!)

Tickets: \$10 in advance for Chamber members (\$15 for non-members) \$20 at the door















GET AHEAD. GET CONNECTED.

- 150+ Booths •
- 1,700 Attendees •
- Happy Hour Drinks: 5:30 7:00 p.m.
 - 10+ Food & Beverage Exhibitors
 - Complimentary Head Shots
 - Procurement Lounge

Meet one-on-one with purchasing representatives from different agencies - make your appointment in advance!

Resource Road

The latest from government agencies and entities

An afternoon of new contacts, business opportunities, and discovering what's new in the Las Vegas market -

ALL FOR JUST \$10!

Anthem Blue Cross and Blue Shield | CenturyLink Las Vegas Review-Journal | Nevada Broadcasters Association Nevada Drug Card | Nevada Public Radio | NV Energy Sunrise Hospital | Vegas PBS



Member News

RED - PRESIDENT'S CLUB MEMBER



Announcements

Comprehensive Cancer Centers of Nevada named Jon Bilstein as executive director. Bilstein has over 16 years of experience leading healthcare organizations throughout Southern Nevada.

The PENTA Building Group recently promoted Suhaily Rivera-Ortiz to assistant controller and Ruben Llamas to project manager.



Clark County Credit Union promoted long-time employee Jessica Gafeney to assistant vice president responsible for branch sales and service. Since 2005, Gafeney has held many positions at CCCU, beginning as a teller.



The Downtown Vegas Alliance elected Jonathan Ullman, executive director and CEO of **The Mob Museum**, as the organization's chair.

Congratulations

Cox Communications ranked No. 18 on the 2017 DiversityInc's Top 50 Companies for Diversity list. Cox was also recognized as No. 8 among Top 13 Diversity Councils and No. 13 on the Top 15 Companies for Mentoring list.

City National Bank is celebrating its tenth anniversary by providing ten small nonprofit organizations with \$1,000 grants totaling \$10,000.

The Fisher Phillips Data Security and Workplace Privacy practice group has been named as one of the strongest in the nation, according to the recent survey results published in the annual report, "BTI Law Firms Best at Cybersecurity 2017."



William Allen Kaercher, president of **Kaercher Insurance**, was awarded the 2017 Champion of a Lifetime honor at the Clark County Law Foundation's Community Champions Gala for more than 30 years of service to Nevada veterans and children.

Miracle Flights celebrated 32 years of saving lives through emergency transportation services. It has provided more than 100,000 flights since its opening.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to **pr@lvchamber.com** or fax to Public Relations at 702.735.0320.

Upcoming Events

Helping Hands of Vegas Valley hosts their Swing FORE Seniors Golf events on June 9, at TOPGOLF. The event will feature golf competitions, bottomless drinks, and great food at this Las Vegas Strip hotspot. For more information, visit hhovv.gesture.com.

Wheeling and Dealing

MDL Group represented the sale of 4,800 square feet of retail space located at 3150 W Charleston Blvd. The value of the sale is \$1,972,800.

Community Service

Cox Las Vegas presented \$35,000 in higher education scholarships to 10 college-bound high school seniors as part of its Cox Diversity Scholarships program.

City National Bank is pleased to announce that it has donated \$5,000 to **Three Square** in support of its Bag Childhood Hunger Program that the Bennett Family Foundation is matching.

NV Energy joined Nevada Partnership for Homeless Youth to help youth in crisis and donate a truck, toiletries and canned goods, and \$20,000, the latter through the NV Energy Foundation. In addition, the NV Energy Foundation awarded \$94,000 in scholarships to Southern Nevada high school seniors representing 47 high schools.

DC Building Group is installing "Buddy Benches" at several local elementary schools to help with anti-bullying efforts. The benches were recently constructed by students at Northwest Career & Technical Academy.

HOW DO YOU REWARD

GREAT CUSTOMER SERVICE?



Customer Service Excellence is a free turnkey program that helps you recognize the customer service all-stars in your business.

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For more information on enrolling your company in the program, visit LVChamber.com or call 702.641.5822.





Ribbon Cuttings

PC - President's Club \$ - Chamber Member Discount



MATHNASIUM OF ALIANTE

Mathnasium of Aliante helps kids in grades 2 to 12 understand math by teaching the way that makes sense to them. Its tutors foster a caring, encouraging environment that helps kids thrive and learn. Call 702.608.5550 or mathnasium.com/lasvegas-aliante.



MCDONALD'S

McDonald's announced its new look and grand re-opening of its 6480 S. Durango Dr. location. This location now has a self-serving kiosk and reef tank. Visit mcdonalds.com.



CYBER SECURITY FOR SENIORS PROJECT

Cyber Security For Seniors Project commemorated its Metro Chamber membership and grand opening with Metro Chamber staff, Ambassadors, and volunteers. Cyber Security for Seniors provides affordable cyber security education and training for senior citizens, as well as the public. Call 702.695.0097 or visit cs4sp.com.



CHICK-FIL-A

Chick-Fil-A celebrated its grand opening, located at 2480 S Rancho Dr. with a flag raising, ribbon cutting, and first bite ceremony. Visit chick-fil-a.com.



SUNRISE PEDIATRICS

Sunrise Pediatrics provides caring, competent, comprehensive, and accessible sick and well care. Its mission is to provide individualized treatment and support preventive health. Call 702.820.5437 or visit sunrisepediatricslasvegas.com.



U.S. VETERANS INITIATIVE - U.S. VETS

U.S. Veterans Initiative, located at 525 Bonanza Rd., Ste. 350, unveiled its brand new kitchen and 13 years of feeding and housing up to 137 veterans at a time. Call 702.947.4478 or visit usvetsinc.org.







EASTER SEALS

Easter Seals commemorated its open house and new location at 7281 W. Charleston Blvd. It provides exceptional services, education, outreach, and advocacy so that people with disabilities can live, learn, work, and play in our communities. Call 702.870.7050 or visit eastersealsnevada.org.



PINOT'S PALETTE

Pinot's Palette celebrated its third Las Vegas location at Town Square with St. Jude Children's Research Hospital. Pinot's Palette is a popular paint-and-sip studio with more than 190 locations across 35 states and Canada. Guests enjoy a no-skills-required art class directed by local artists. Visit pinotspalette.com.



SEIKO COMPANY STORE LAS VEGAS

Seiko Company Store Las Vegas commemorated its membership. Seiko has been at the forefront of watch making for more than a century, developing landmark technologies and serving as one of the few fully integrated watch manufacturers. Call 702.383.8208 or visit seikousa.com.



SEGWAY LAS VEGAS

Segway Las Vegas celebrated its relocation to 901 S. Main St. in the 18b Arts District with Mayor Carolyn Goodman. It provides Segway tours, tours, sales, service, and rentals to visitors and locals. Call 702.596.1111 or visit segwaylasvegas.com.



EAGLE HOME MORTGAGE

Eagle Home Mortgage is a financial services subsidiary of Lennar Corporation. Whether a client is buying their first home or fifth, its focus is to provide them with the most appropriate financing option to suit their needs. Call 702.947.4439 or visit lasvegas.eaglehm.com.



VITALITY BOWLS

Vitality Bowls is committed to bringing health and wellness to communities through fresh, high-quality superfoods. It specializes in making delicious açaí bowls, smoothies, fresh juices, soups, salads, and panini. Call 702.378.7583 or visit vitalitybowls.com.

Let's Talk Numbers: TRADE SHOW ROI

B

usiness Expo is just around the corner, but Las Vegas is a convention and trade show city, attracting thousands of conventions and millions of business travelers year round. Whether you are a seasoned trade show exhibitor with a

booth set-up ready to go and your message clearly defined, or are just starting off in the realm of trade show marketing, ensuring that you see a return on your investment is critical, as it is in any marketing campaign your business undertakes.

Make sure you have a method for tracking ROI, and make sure it's reasonable. If you're exhibiting at a small business trade show, expecting \$25,000 in sales on the trade show floor is probably not a reasonable expectation (in fact, at some shows [like Business Expo], direct selling is prohibited on the floor).

Tracking mechanisms can include show-only specials, social media engagement, contests, opt-ins to your mailing list through a special link or landing page, and promo codes specific to the trade show. It's also important to remember that trade shows are not stand-alone marketing initiatives; your exhibiting experience should reflect your broader marketing plan and message. As with any branding exercise, factoring in the cost of getting your name, your logo, your staff, and your company out there ahead of your competition should factor in to your ROI discussion.

Set your metrics. Your measurements for success will be different from the booth next to you, depending on the product or service you offer. Consider these metrics for helping to measure the efficiency of your trade show time:

- Cost per lead Divide your total cost of trade show attendance with the number of leads you received, and compare it with your other marketing and business development initiatives.
- New customers Be sure to have a way to collect this data, whether it's from your lead generation software or a simple business card drop.
- Web traffic If you have the resources, consider a
 dedicated landing page for those visiting your booth
 to drive hyper-targeted, meaningful content. If not,
 measuring web traffic can be as simple as some
 comparative "before and after" Google Analytics.
- Social media growth/reach According to a recent survey, more than 80 percent of trade show attendees are active on social media during trade shows. Engage with your audience by using dedicated hashtags provided by show management, taking photos of people interacting with your booth and staff members (and tagging them), and joining the conversation. Measuring the growth of engagement, followers, and fans is an important metric in today's digital world.
- Number of demonstrations Interactivity is a key component to an engaging booth experience. Keep a tally of the number of demonstrations you conduct during the day, as well as engagement during the demonstration. Are people asking questions? Are they talking about your services afterwards? Are you creating buzz?

Share your feedback. Show management wants to hear from you, the exhibitor. Share your success stories, share your challenges, and share what you think should be done differently the next year. Many shows offer surveys and feedback mechanisms for exhibitors, so be honest when you give them an appraisal of how well the trade show worked for your business.



LAS VEGAS REVIEW-JOURNAL LVRJ at the SPEED of Cife

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Gene Woods Racing Experience
Good Spirits Distributing LLC
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Hakkasan Las Vegas
Helping Other People Excel,
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Members joined from April 15, 2017 to May 15, 2017

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Vegas Young Professionals

Presenting Sponsors







Upcoming Events

THURSDAY, JUNE 8
VYP FUSION MIXER AT
THE SPA AT GREEN
VALLEY RANCH

6:00 - 8:00 p.m. In advance: \$10 members \$15 non-members At the door: \$15 members \$20 non-members

TUESDAY, JUNE 27 COMMUNITY CONVERSATIONS WITH NELLIS AIR FORCE BASE 5:30 - 7:30 p.m. Las Vegas Metro Chamber of Commerce

Open exclusively to VYP members:

\$15 in advance \$20 at the door

Register for these events at VegasYP.com.



Your educational journey doesn't have to end with college. In fact, your educational journey doesn't have to start with college. While colleges and universities are still seen as the most traditional source for obtaining a secondary and post-secondary education, there are many great options for continuing your education without breaking the bank.

ONLINE COURSES

Employers are looking for problem-solvers, and problem-solving is not always taught in a conventional college setting. Today's workplace environment is evolving and it's important to be empowered with the resources necessary to be competitive and effective in your role. Online platforms like Udemy, Lynda, and Khan Academy are disrupting the traditional, linear model of education by offering a variety of courses in a variety of industries, and can be taken at your own pace.

MIT

MIT created OpenCourseWare to support learners everywhere in their quests to improve themselves and lift their communities. MIT has essentially made its course content available to those who want to learn. You can log on to ocw.mit.edu to gain access to materials from around 2,340 courses.

HOOTSUITE

If you're interested in learning more about the world of social media marketing, Hootsuite has a robust online educational platform. Hootsuite also has training courses on learning the platform, as well as social marketing training where you can learn to develop fundamental social marketing skills. They also offer team training and online certifications.

MENTORSHIPS

One of the quickest ways to increase human capital is to apprentice under an expert in your field. Learning from those who have blazed a trail before you can quickly streamline you to garnering a new and valuable skillset. VYP's Emerging Young Professionals Outreach Committee is looking for mentors and mentees for its brandnew mentorship program. If you're interested, make sure to contact eyp@vegasyp.com.

Education doesn't end outside of the classroom. We never stop learning, and it's important to continue your education, by any means necessary. The digital revolution has given us a way to learn faster, cheaper, and more efficiently, and it's up to us to take advantage.





Business Blend @

HEARTHSTONE KITCHEN









More than 80 Vegas Young Professionals welcomed warmer weather with cooler spirits at Hearthstone Kitchen at Red Rock Resort for the May Fusion Mixer. Thank you to all who attended and made the evening one of new connections and great conversation!



The Final Woro

MAY ACCOMPLISHMENTS



n May, the 2017 Legislature steamed ahead towards its final weeks and members and the Chamber alike prepared for Business Expo. In addition, the Leadership Foundation was in full recruitment mode for Leadership Las Vegas and Leadership Advance. Here are just a few things that the Metro Chamber did for you in May:

- Heard from U.S. Congresswoman Dina Titus on the federal legislation affecting the Nevada business community during Eggs & Issues at the Golden Nugget.
- Held recruitment mixers for both the Leadership Las Vegas and Leadership Advance programs to recruit applicants and connect with program alumni.
- Finished the Spring 2017 semester of Chamber University, with webinars on Spicing up Your Expo and discussing Why PR Matters.
- Celebrated National Travel and Tourism Week May 7 13, by attending the Las Vegas Convention and Visitors Authority's Rally Day, which was hosted by Las Vegas Host Committee Chairman, Former Mayor Oscar Goodman, and included entertainment, prizes, and a photo booth.
- Connected with newmembers and Chamber Prospectors to hear from new members and learn more about maximizing Chamber membership at the New Member Orientation.
- Mixed with a variety of businesses in Summerlin, Henderson, Downtown Las Vegas, and North Las Vegas during the Spring Neighborhood Mingle Series, where members interacted with other businesses in their neighborhood.
- Informed Chamber members and Business Expo exhibitors on what to expect during Business Expo, the logistics of setting up, and tips and tricks for making the most of their Expo experience at the Business Expo Workshop.
- Welcomed Vegas Young Professionals members for a high-energy Fusion Mixer at Hearthstone Kitchen, inside the Red Rock Hotel & Casino.
- Heard from Senior Vice President and Chief Marketing Officer of the Vegas Golden Knights, Nehme Abouzeid, at the Vegas Young Professionals Bigwig Lunch Time.
- Recognized about 600 hard-working and dedicated Las Vegas employees for a special Customer Service Excellence ceremony at the 51's Game at Cashman Center.
- Introduced a second Chamber Connections group to expand the program and allow for more members to generate leads and make meaningful connections.



- Metro Chamber President & CEO Kristin McMillan traveled to Israel as part of a delegation for the U.S. Chamber's Business Israel program, aimed at discussing growth, innovation, and partnership opportunities between the U.S. and Israel.
- VYP Toastmasters was designated as a President's Distinguished club for the second consecutive year, making it one of only two clubs in the district to receive the designation.
- Mingled with fellow President's Club members for an exclusive reception, sponsored by Nevada State Bank, inside a newlyrenovated villa suite at Green Valley Ranch.
- Read about the current status of a variety of Southern Nevada Forum priorities and discussed how getting involved is key to the successful passage of these priorities in the May cover story of the Business Voice.
- Introduced a new partnership with ThriveHive, a marketing company that helps small businesses grow by providing marketing platforms, websites, and full-suite social media integration.

Great prescription savings in the palm of your hand!



- ✓ Free Pharmacy Coupon/Card
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- Accepted at most pharmacies

Download the new Free Rx iCard app and have the Nevada Drug Card conveniently on the go!





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For more information please contact:

Suzanne Domoracki

suzanne@nevadadrugcard.com

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Join the Las Vegas Metro Chamber of Commerce for

BUSINESS **EXPO**

GET AHEAD. GET CONNECTED.

See What the Las Vegas **Business Community is All About!**

> Network with nearly 1,700 business professionals and visit more than 150 booths to see the latest products and services in the Las Vegas market.

Wednesday, June 14 | 2 - 7 p.m.

Las Vegas Convention Center - South Hall (FREE PARKING!)

Get your tickets in advance for just \$10!

VISIT LVCHAMBER.COM FOR TICKETS AND EXHIBITING OPPORTUNITIES

















Anthem Blue Cross and Blue Shield | CenturyLink Las Vegas Review-Journal | Nevada Broadcasters Association Nevada Drug Card | Nevada Public Radio | NV Energy Sunrise Hospital | Vegas PBS

JUNE 2017





Thursday, June 8 6 - 8 p.m. Green Valley Ranch (GVR)

2300 Paseo Verde Pkwy.

Register now at VegasYP.com